



# California Floriculture Report

Cooperating with the California Department of Food and Agriculture

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## CALIFORNIA LEADS THE NATION IN FLORICULTURE PRODUCTION

California's floriculture crop leads the nation with a value of \$1.13 billion in sales, for operations with more than \$100,000 in sales. California producers increased their sales from \$1.10 billion to \$1.13 billion, an increase of 3 percent, giving California 26.6 percent of the total U.S. wholesale value.

California cut flower production accounts for 78.2 percent of the total cut flower wholesale value. The \$327 million value was down 2.7 percent from the 2012 value of \$337 million.

California leads the nation in potted flowering plant values for 2013 with a total value of \$297 million, a 17 percent increase in value from the \$253 million in 2012. California potted flowering production accounted for 38 percent of the 15-state wholesale value.

## CALIFORNIA FLORICULTURE AND NURSERY PRODUCTS

### Wholesale Value of Sales by Category, for Operations with \$100,000+ Sales, 2009-2013 1/

Category	2009	2010	2011	2012	2013	U.S. Rank
	<i>1,000 Dollars</i>					
<b>Total Bedding Plants</b>	259,648	301,336	306,035	311,313	299,041	1
Annual Bedding/Garden Plants	190,706	240,828	246,571	223,960	206,873	2
Herbaceous Perennial Plants	68,942	60,508	59,464	87,353	92,168	1
<b>Total Potted Flowering Plants</b>	207,486	243,992	243,436	253,329	296,956	1
<b>Total Foliage Plants for Indoor or Outdoor Use</b>	101,802	95,216	110,150	104,536	109,609	2
<b>Total Cut Flowers</b>	270,708	286,218	277,670	336,759	327,610	1
<b>Cut Cultivated Greens</b>	10,081	8,485	7,905	13,235	12,633	2
<b>Propagative materials</b>	73,479	66,231	55,219	77,766	84,674	1
<b>Total Wholesale Value of Reported Plants</b>	923,204	1,001,478	1,000,415	1,096,938	1,130,523	1
	<i>Percent</i>					
<b>California Percentage of 15 State Total Wholesale Value of Reported Crops</b>	23.5%	25.1%	25.4%	26.1%	26.6%	

1/ 15 Program States: California, Florida, Hawaii, Illinois, Maryland, Michigan, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Texas and Washington.

## ANNUALS in CALIFORNIA:

### Top 5 Annual Bedding/Garden Plants, Flats for Operations with \$100,000+ Sales 2012-2013 1/

	<u>2011</u>	<u>2012</u>
<b>Selected Crops</b>	<i>1,000 Dollars</i>	
Vegetable Type Plants	20,656	20,596
Pansies/Violas	11,475	9,448
Petunias	10,444	8,745
Impatiens, other	8,663	6,952
Marigolds	6,242	5,785
<b>State Total (all plants)</b>	<b>98,111</b>	<b>92,250</b>

1/ Top 5 Ranked by Value of Sales.

### Top 5 Annual Bedding/Garden Plants, Hanging Baskets for Operations with \$100,000+ Sales 2012-2013 1/

	<u>2011</u>	<u>2012</u>
<b>Selected Crops</b>	<i>1,000 Dollars</i>	
Geraniums, Vegetative Cuttings	2,056	1,600
Petunias	1,246	1,109
Pansies/ Violas	199	247
Impatiens	190	218
Begonias	218	154
<b>State Total (all plants)</b>	<b>11,069</b>	<b>9,147</b>

1/ Top 5 Ranked by Value of Sales.

### Top 5 Annual Bedding/Garden Plants, Potted for Operations with \$100,000+ Sales 2012-2013 1/

	<b>Producers</b>		<b>Quantity Sold</b>					
	<u>2012</u>	<u>2013</u>	<u>2012</u>	<u>2013</u>	<u>2012</u>	<u>2013</u>	<u>2012</u>	<u>2013</u>
			<b>Less than 5"</b>		<b>5" or Larger</b>		<b>Total All Sizes</b>	
	<i>Number</i>		<i>1,000 Pots</i>		<i>1,000 Pots</i>		<i>1,000 Pots</i>	
Vegetable Type Plants	45	39	7,731	7,513	1,544	1,601	9,275	9,114
Geraniums from Vegetative Cuttings	46	45	4,051	4,218	2,240	2,263	6,291	6,481
Petunias	36	31	2,686	2,139	617	843	3,303	2,982
Impatiens	38	31	2,560	2,242	739	607	3,299	2,849
Pansies/Violas	36	27	2,590	2,239	383	276	2,973	2,515
	<b>Wholesale Price</b>				<b>Value of All Sales</b>			
	<u>2012</u>	<u>2013</u>	<u>2012</u>	<u>2013</u>	<u>2012</u>	<u>2013</u>		
	<i>Dollars Per Pot</i>		<i>Dollars Per Pot</i>		<i>1,000 Dollars</i>			
Vegetable Type Plants	1.22	1.28	3.40	3.48	14,681	15,188		
Geraniums from Vegetative Cuttings	1.63	1.61	2.97	2.99	13,256	13,557		
Petunias	1.14	1.08	3.33	3.15	5,117	4,966		
Impatiens	1.15	0.93	2.58	2.66	4,851	3,700		
Pansies/Violas	0.79	0.95	2.50	2.71	3,004	2,875		
<b>State Total (all plants)</b>					<b>100,099</b>	<b>90,288</b>		

1/ Top 5 Ranked by Value of Sales.

## POTTED FLOWERS in CALIFORNIA:

### Top 5 Potted Flower Plants for Operations with \$100,000+ Sales 2012-2013 1/

	Producers		Quantity Sold					
	<u>2012</u>	<u>2013</u>	<u>2012</u>	<u>2013</u>	<u>2012</u>	<u>2013</u>	<u>2012</u>	<u>2013</u>
	<i>Number</i>		<i>Less Than 5"</i> <i>1,000 Pots</i>		<i>5" or Larger</i> <i>1,000 Pots</i>		<i>Total All Sizes</i> <i>1,000 Pots</i>	
Orchids	37	36	10,691	13,257	2,086	828	12,777	14,085
Florist Roses	14	15	5,368	5,782	1,731	1,776	7,099	7,558
Poinsettias	60	47	1,579	1,526	4,858	5,384	6,437	6,910
Spring Flowering Bulbs	33	24	1,621	1,271	1,439	1,394	3,060	2,665
Florist Chrysanthemums	10	11	654	643	1,545	1,608	2,199	2,251
	Wholesale Price				Value of All Sales			
	<u>2012</u>	<u>2013</u>	<u>2012</u>	<u>2013</u>	<u>2012</u>	<u>2013</u>		
	<i>Dollars Per Pot</i>		<i>Dollars Per Pot</i>		<i>1,000 Dollars</i>			
Orchids	7.18	7.66	11.24	14.27	100,208	113,364		
Florist Roses	2.11	2.33	5.69	6.14	21,176	24,377		
Poinsettias	2.60	2.45	5.04	5.27	28,590	32,112		
Spring Flowering Bulbs	2.19	2.64	4.42	4.53	9,910	9,670		
Florist Chrysanthemums	1.92	1.04	4.22	4.83	7,776	8,435		
<b>State Total (all plants)</b>					<b>252,323</b>	<b>295,842</b>		

1/ Top 5 Ranked by Value of Sales.

## CUT FLOWERS in CALIFORNIA:

### Top 5 Cut Flowers for Operations with \$100,000+ Sales 2012-2013 1/

	<i>Unit</i>	Producers		Quantity Sold		Wholesale Price		Value of All Sales	
		<u>2012</u>	<u>2013</u>	<u>2012</u>	<u>2013</u>	<u>2012</u>	<u>2013</u>	<u>2012</u>	<u>2013</u>
		<i>Number</i>		<i>1,000 (Unit)</i>		<i>Cents per Unit</i>		<i>1,000 Dollars</i>	
Lilies	stem	43	42	92,119	81,795	64.80	67.00	59,693	54,803
Gerbera Daisies	stem	35	37	106,657	97,780	30.30	30.70	32,317	30,018
Roses, All	stem	23	25	31,939	29,922	48.40	53.40	15,458	15,978
Chrysanthemums	bunch	21	18	9,159	8,304	143	148	13,097	12,290
Snapdragons	spike	38	38	33,247	30,280	28.90	27.70	9,608	8,388
<b>State Total (all plants)</b>								<b>281,650</b>	<b>271,495</b>

1/ Top 5 Ranked by Value of Sales.

## PROPAGATIVE MATERIALS in CALIFORNIA:

### Propagative (Unfinished) Floriculture Materials for Operations with \$100,000+ Sales 2012-2013

Category	Year	
	<u>2012</u>	<u>2013</u>
	<i>1,000 Dollars</i>	
Annual Bedding Plants	41,826	56,765
Herbaceous Perennial Plants	15,592	12,021
Potted Flowering Plants	13,066	8,697
Foliage Plants for Indoor or Patio Use	3,897	3,366
Cut Flowers	3,290	3,730
Cut Cultivated Greens	-	-
<b>State Total</b> (all plants)	<b>77,671</b>	<b>84,579</b>

- Represents zero.

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